

USAPAVILION

SIAL PARIS 2006 The Global Food Marketplace **OCTOBER 22-26, 2006** Paris, France



USDA ENDORSED Officially Endorsed by U.S. Department of Agriculture FAS Trade Show Office – Washington, DC
and the Office of Agricultural Affairs/U.S. Embassy – Paris, France **Organized by** IMEX Management, Inc. – Charlotte, NC
Exhibitor Registration File 2006





SIAL2006

A Rendez-Vous of the Global Food Marketplace

The 21st edition of SIAL Paris in 2004 confirmed SIAL's position as the international showcase for the food industry and the key meeting place for professionals from around the globe.

5,256 EXHIBITORS FROM 99 COUNTRIES and **136,374 VISITORS FROM 183 COUNTRIES** (43% non-EU).

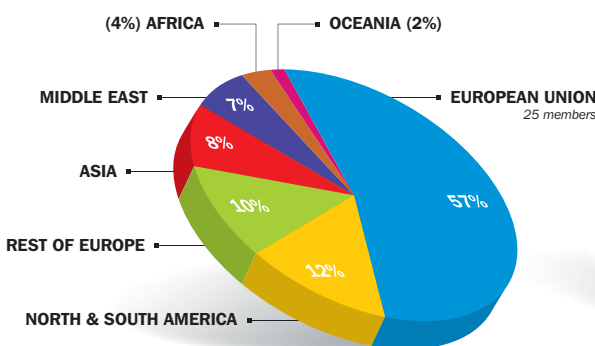
TRADE-ONLY PROFESSIONAL VISITORS

Importers & Wholesalers ■ Agents & Distributors ■ Supermarkets & Hypermarkets ■ Department Stores & Niche Retailers ■ Hotels & Restaurants ■ Foodservice Buyers ■ Fast Food ■ Airlines ■ Duty-Free Stores ■ Mail Order Catalogs

FOOD SECTORS REPRESENTED

Ingredients & Additives ■ Dairy Products ■ Fresh & Cured Meats ■ Poultry & Game ■ Seafood ■ Fruits & Vegetables ■ Confectionery ■ Delicatessen Products ■ Preserved Foods ■ Frozen Products ■ Organic Products ■ Grocery, Dietetic & Health Foods ■ Pet Foods ■ Wine & Spirits ■ Other Alcoholic Beverages ■ Non-Alcoholic Beverages ■ Foodservice Products ■ Dried Fruits & Nuts ■ National Pavilions ■ Trade Services

INTERNATIONAL VISITORS BY GEOGRAPHIC REGIONS



PROFESSIONALS FROM VARIOUS SECTORS



THE OFFICIAL USA PAVILION AT SIAL 2006

Participation in the official USDA-endorsed USA Pavilion at SIAL 2006 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity...your individual booth with a cost-effective, complete service package eliminating language barriers, communication lag-time and currency transfers.

EXCLUSIVE SERVICES & AMENITIES FOR ALL USA PAVILION PARTICIPANTS:

- Marketing support services from the USDA/Office of Agricultural Affairs in Paris including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Pre-show promotion
- Strong USA identification – focal point for international importers and brokers
- Welcome Desk and Pavilion Hospitality Lounge with complimentary refreshments
- Private Meeting Rooms and Business Service Center (telephone, fax, copier, word processing)
- Internet Café
- An event/reception honoring U.S. exhibitors if funds permit
- Prime location on show floor
- One individual entry in official SIAL Catalog, USA Pavilion Directory and SIAL website
- Link to exhibitor's website
- Professional guidance and total logistical coordination from bilingual IMEX Management staff in the United States and on-site in Paris
- Assistance with hotel accommodations and customs waivers
- Daily booth cleaning



FULL BOOTH (12 sqm)

All services & amenities plus:

- Wall-to-wall carpeting
- Back and side hard walls
- Fascia with company name
- 6 spotlights
- 1 220-volt outlet
- 1 round table
- 2 chairs
- 1 lockable demonstration counter
- 1 lockable showcase counter
- 4 wall shelves (1 meter long each)
- Wastebasket
- One-way shipping of 100 pounds of product samples
- 4 exhibitor badges
- 40 complimentary visitor invitations



HALF BOOTH (6 sqm)

All services & amenities plus:

- Wall-to-wall carpeting
- Back and side hard walls
- Fascia with company name
- 3 spotlights
- 1 220-volt outlet
- 1 barstool
- 1 lockable demonstration counter
- 2 wall shelves (1 meter long each)
- Wastebasket
- One-way shipping of 50 pounds of product samples
- 2 exhibitor badges
- 40 complimentary visitor invitations

RAW SPACE (100 sqm min.)

Exhibitors interested in customizing

a large space can select our Raw Space option which includes all services & amenities plus:

- Exhibit space
- Carpeting
- One-way shipping of 100 pounds of product samples per fraction of 12 sqm contracted
- 4 Exhibitor Badges per 12 sqm
- 40 complimentary visitor invitations per fraction of 12 sqm contracted

*Standfitting not included (proposal will be made based on exhibitor requirements).

EARLY REGISTRATION Through FEBRUARY 1, 2006

Full Booth – 12 sqm	\$9,500* / 12 sqm
Half Booth – 6 sqm	\$5,000* / 6 sqm
Raw Space	\$475* / sqm

Corner Premium: \$1,000/corner

STANDARD REGISTRATION After FEBRUARY 1, 2006

Full Booth – 12 sqm	\$10,500* / 12 sqm
Half Booth – 6 sqm	\$5,525* / 6 sqm
Raw Space	\$525* / sqm

*19.6% Refundable VAT Not Included



APPLICATION INFORMATION

Application to exhibit in the USA Pavilion at SIAL 2006 must be made by June 1, 2006, by completing the USA Pavilion Booth Application & Contract Form, and returning it with 50% deposit to IMEX Management, Inc. in Charlotte, North Carolina. IMEX Management reserves the right to accept or refuse applications to exhibit for any reason.

By submitting an application, the applicant agrees to and is bound by the USA Pavilion Terms & Conditions, as well as conditions, rules and regulations stipulated by the Show Organizers and IMEX Management.

BOOTH SELECTION/FLOORPLAN

We urge you to submit your application and adequate deposit early as space is limited and will be allocated based in the order applications and deposits are received. As soon as the floorplan has been designed (*January 2006*), it will be sent to all registered exhibitors for booth selection. No booths will be reserved prior to our receiving an executed contract and deposit. IMEX Management and SIAL have sole authority to assign, reassign and allocate space in the USA Pavilion.

PAYMENT INFO

The 50% deposit (*including VAT*) due with the Booth Application & Contract Form may be issued by check or money order payable to

IMEX Management, Inc.
4525 Park Road, Suite B-103
Charlotte, NC 28209 USA

Applications received without 50% deposit will not be allocated booth space. The balance of all fees must be paid no later than June 1, 2006.

ORIGIN OF PRODUCTS

All USA Pavilion exhibitors must promote and display only products consisting of at least 50% agricultural and/or food ingredients of U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. The USDA and/or USA Pavilion Management have the authority to require removal of any non-U.S. products from Exhibitor's booth.

CANCELLATION POLICY

All cancellations must be submitted in writing by certified mail, return-receipt requested to IMEX Management. IMEX Management bases its irrevocable space rental commitment on the sum of individual exhibitor commitments. The deposit of 50% of the total participation fee is therefore non-refundable. After June 1, 2006, withdrawal of the exhibitor will result in 100% of the participation fee being due as damage.

VAT

French tax law requires all trade show organizers to charge Value Added Tax (*VAT*) on stand rental and other exhibitor costs. American companies are entitled to a refund of the *VAT* amounts paid, on condition that the *VAT* refund applications are processed and forwarded to the French Tax Authority by a representative based in France and recognized by the French Tax Authority. IMEX Management has appointed such a representative (*TEVEA International*) to handle the formalities and provide US exhibitors a simple, sure and prompt refund of the *VAT*. USA Pavilion exhibitors using the services of *TEVEA International* will obtain a refund of 92% of all *VAT* amounts paid. Detailed information will be provided in the USA Pavilion Exhibitor's Manual.

PRODUCT SHIPMENT

IMEX Management will arrange for shipment, one-way, of an allotment of 100 pounds of product samples per 12 sqm booth (*50 pounds for a half*

booth) from a consolidation point on the East Coast to the SIAL Paris show site, including customs clearance, storage and delivery to each exhibitor booth site. Exhibitors remain responsible for delivery of product samples to the designated consolidation point, all shipping charges in excess of the first 100 pounds as well as all charges for return shipments.

CO-EXHIBITORS (BOOTH SHARING)

No more than 2 companies may share a booth for an additional \$800 fee over the booth cost. Both companies will be listed in the official SIAL Catalog, USA Pavilion Directory, website and booth fascia. Both exhibitors will be issued badges bearing their own company names, the official SIAL catalog, USA Pavilion Directory, Exhibitor Manual and Visitor Contact Kit.

REPRESENTED COMPANIES (SUB-TENANTS)

Any exhibitor hosting represented companies (*sub-tenants*) on an individual 12 or 6 sqm booth will be charged an additional fee of US \$450 per sub-tenant. This fee covers administrative charges, 20 additional free visitor invitations and one listing in the official SIAL Show Catalog, USA Pavilion Directory and website. Represented companies are not entitled to exhibitor badges bearing their company names and will not receive the SIAL catalog, Exhibitor Manual or Visitor Contact Kit. The primary exhibitor will be responsible for the coordination with its sub-tenants.

ACT NOW! Space is limited and will be allocated based on the order applications and deposits are received.

United States Department of Agriculture
Foreign Agricultural Service
Office of Agricultural Affairs
Embassy of the United States of America, Paris



Dear Food Industry Executive:

The Office of Agricultural Affairs of the American Embassy in Paris and IMEX Management invite your company to participate in the Official USA Pavilion at SIAL 2006 in Paris, France, scheduled for October 22-26, 2006.

Every even year, SIAL is the world's #1 food products exhibition. It attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. SIAL 2004 welcomed 5,256 exhibitors from the five continents and attracted over 136,000 trade visitors and 1,400 journalists from 58 countries, half of them belonging to the international press.

In addition, the success of the hotel/restaurant and institution sector (HRI) will make SIAL 2006 an indicator of consumption trends and the world spotlight on food innovations. Importers and buyers made a point of visiting the widely-attended USA Pavilion, a large number of them placing orders on the spot. Holding a booth there will permit you to meet with your current and potential customers in the food distribution and food service industries.

IMEX Management, U.S. Representative of SIAL located in Charlotte, NC, is again working with us to organize the Official USA Pavilion at SIAL 2006. The company offers exhibitors a full-service package designed to minimize preparation time and maximize the effectiveness of your show participation. Please contact IMEX directly to reserve your booth now.

It is the right time to take steps to show the world your products in the USA Pavilion at SIAL 2006. We all look forward to seeing you in Paris.

Sincerely,

Elizabeth B. Berry
Agricultural Minister-Counselor
Office of Agricultural Affairs

**OFFICE OF AGRICULTURAL AFFAIRS
U.S. EMBASSY – PARIS**

Melinda Meador / Roselyne Gauthier /
Laurent Journo
Tel +33(1) 43.12.22.77
Fax +33(1) 43.12.26.62
Email agparis@usda.gov

**US DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
TRADE SHOW OFFICE**

Sharon Cook
Tel 202.720.3425
Fax 202.690.4374
Email sharon.cook@usda.gov

TO RESERVE SPACE Contact Kelly Wheatley, Tel 704.365.0041 Fax 704.365.8426 Email kellyw@imexmgt.com

FINANCIAL ASSISTANCE AVAILABLE

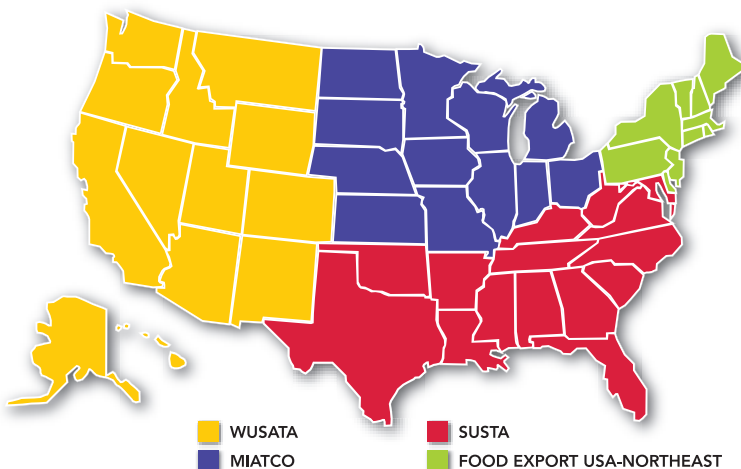
for USA Pavilion participants (made available through the state regional trade groups)

SMALL BUSINESSES REACH NEW MARKETS

Your company may be eligible to take advantage of a financial support that helps offset the costs of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive **up to 50% cost reimbursement for a variety of expenses**, including exhibiting fees, international travel costs, set-up rental and freight.

MAKE THE MOST OF YOUR PARTICIPATION AT SIAL

Exhibitors at the SIAL shows can register to participate in Food Show PLUSSM. This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show feedback on the competitive position of your product, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers and follow-up assistance after the show.



WESTERN US AGRICULTURAL TRADE ASSOCIATION (WUSATA)

360.693.3373
360.693.3464 { fax }
www.wusata.org

CONTACT

Alexa Hamilton
Branded Program Manager
alexa@wusata.org

Janet Kenefsky
Generic Program Manager
janet@wusata.org

MID-AMERICA INTERNATIONAL AGRI-TRADE COUNCIL (MIATCO)

312.334.9200
312.334.9230 { fax }
www.miatco.org

CONTACT

Michelle Rogowski
Branded Program Manager
mrogowsk@miatco.org

Teresa Miller
Generic Program Manager
tmiller@miatco.org

FOOD EXPORT USA - NORTHEAST

215.829.9111
215.829.9777 { fax }
www.foodexportusa.org

CONTACT

Doug Resh
Branded Program Manager
dresh@foodexportusa.org

Joy Canono
Generic Program Manager
jcanono@foodexportusa.org

SOUTHERN US TRADE ASSOCIATION (SUSTA)

504.568.5986
504.568.6010 [fax]
www.susta.org

CONTACT

Deneen Wiltz
Senior Branded Program Coordinator
deneen@susta.org

Bernadette Wiltz
Generic Program Director
bernadette@susta.org



OCTOBER 22-26, 2006 PARIS, FRANCE WWW.SIAL.FR



MAY 29-31, 2006
SHANGHAI, CHINA
7TH EDITION



MARCH 28-30, 2007
MONTRÉAL, CANADA
4TH EDITION



AUGUST 2007
BUENOS AIRES, ARGENTINA
6TH EDITION



IMEX
MANAGEMENT

THE USA PAVILION AT SIAL PARIS 2006 IS ORGANIZED BY IMEX MANAGEMENT, INC.

4525 Park Road, Suite B-103 Charlotte, NC 28209 USA Tel 1.704.365.0041 Fax 1.704.365.8426

Web www.imexmgt.com Contact Kelly Wheatley Email kellyw@imexmgt.com